

📍 ASIA

## Swiggy Reactivates Dormant Users and Captures New Ones With InMobi and Glance



**Solution**  
Understanding Consumers, Acquiring New Users

### About Swiggy

Swiggy is India's leading on-demand convenience platform with a strong presence in 650+ cities across the country, having fulfilled over 3 billion orders to date. Its unified, multi-service mobile app available on Android and iOS simplifies online ordering for urban Indians.

Among several services available on the app are Swiggy Food and Swiggy Instamart. Swiggy Food lets people order dishes from a wide range of restaurants and avail doorstep delivery. The quick commerce platform, Swiggy Instamart, delivers groceries and essentials across 20+ categories in minutes in 25+ cities.

### The Highlights

**30%**

decrease in cost per order (CPO)

**82%**

increase in repeat purchases

**373%**

increase in first orders through SKAN

//

"We are delighted with the results of the campaigns, where the technology and deep analytics capabilities of InMobi's performance solutions helped us acquire new users and engage dormant ones at the right touchpoints. Their data-driven approach and deep understanding of the Indian consumer landscape significantly boosted our user acquisition and remarketing impact. The InMobi team truly understood the opportunities and delivered on accelerating growth."



**Niranjan Sane**  
Director, Growth Marketing, Swiggy

### The Brand Objective

In India, on-demand delivery apps have surged in popularity due to widespread smartphone usage and the need for convenience. Hyperlocal deliveries drive this trend, especially for food and groceries. Despite this, retaining market share, increasing order volume, and enhancing customer lifetime value (LTV) remain challenges for players in the space, including market leaders like Swiggy. With its massive presence and a vast app user base in top-tier cities, Swiggy sought to acquire new customers for Swiggy Instamart and reactivate dormant ones for its Instamart and Food services through cost-effective and strategic remarketing.



### The Solution

With people constantly being on their phones, Swiggy knew it had to leverage effective placements across the mobile journey. Thus, Swiggy leveraged InMobi's robust DSP that offers access to inventory on Glance's smart lock screen and mobile apps through ad exchanges. Targeting all Indian cities it is operational in, Swiggy executed the campaign in three parts: 1) Acquiring new users for Swiggy Instamart on iOS to achieve scale; 2) Remarketing to less active Swiggy Instamart users on Android to boost loyalty; 3) Remarketing to dormant Swiggy Food users on Android to prompt their first purchase. Here is Swiggy's winning recipe.





User Acquisition for Swiggy Instamart on iOS

InMobi's DSP recommended tapping into iOS users for Swiggy Instamart's acquisition campaign because these users are most likely to have a higher propensity to buy, and thus, can be effectively nudged to make their first purchase and turn into high-LTV customers. To ensure better attribution and campaign reporting, InMobi's DSP worked with the [StoreKit AdNetwork \(SKAN\)](#) to power optimization across all available iOS inventory.

Let us see how this always-on user acquisition campaign saw success for three quarters with an approach that is still uncommon in India.

#1: Boosting post-install conversions

Leveraging the first-of-its-kind SKAN-dedicated bidder by InMobi's DSP, designed to optimize iOS app performance campaigns solely based on conversions reported by Apple's attribution framework, Swiggy Instamart saw higher-quality installs, boosting post-install conversions including first purchases.

#2: Using lookalike audiences for in-app ads

The brand ran a mix of in-app display and video ads programmatically on SKAN inventory by leveraging lookalike audiences.

#3: Harnessing SKAN data for campaign enhancement

InMobi's DSP further optimized and enhanced campaigns based on SKAN's postback data that offered insights into conversions.



Remarketing for Swiggy Instamart on Android

#1: Identifying and targeting the right customers

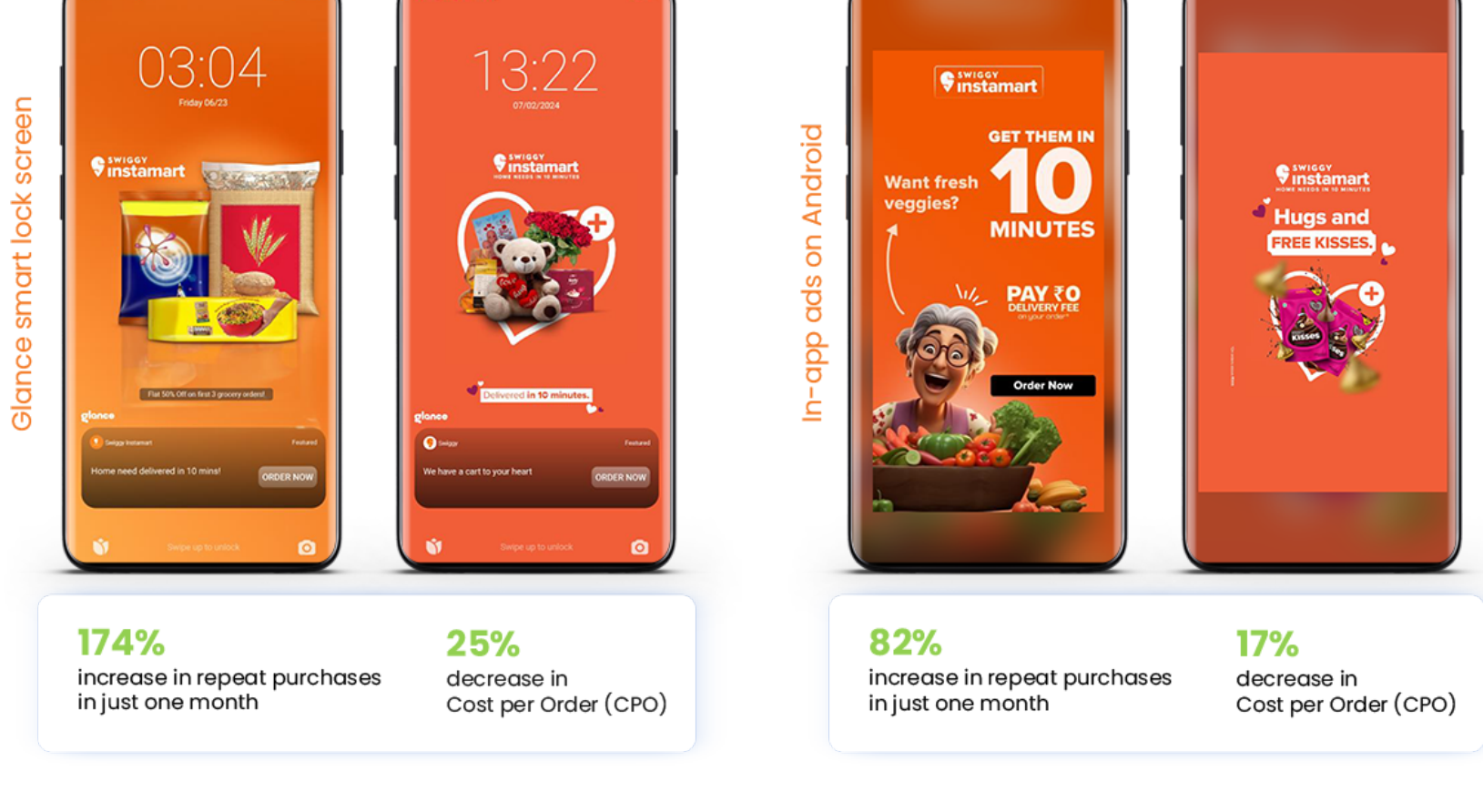
Swiggy Instamart decided to target customers aged 18 to 45 who made less than 10 transactions. The brand leveraged high-engagement content categories for foodies, such as Communication, Sports, Music, Shopping, and Finance, identified by InMobi's DSP machine learning recommendation engine. Swiggy Instamart decided to reach the target audience on the Glance smart lock screen and through in-app ads.

#2: Catchy, thoughtful, and well-timed communication for elevated engagement

Using time-targeting strategies, the brand showcased tempting deals on groceries, gifts, and more, with relatable communication crafted to appeal to consumers on festivals, special occasions, and beyond. Event-themed content and visuals for occasions such as Valentine's Day, Mother's Day, and major cricket tournaments promoted engagement. On the Glance smart lock screen, customers were seamlessly led to the app launch with a single tap. The in-app ads also encouraged customers to open the Swiggy app. Additionally, the promise of a 10-minute delivery in the messaging was used to drive excitement. The "Order Now" call to action (CTA) with deep links to specific product pages simplified user journeys and boosted repeat purchases.

#3: Ensuring extensive creative optimization

InMobi's DSP enhanced creative optimizations such as selecting top cities for orders and installs and identifying high-performing ad product categories to enhance engagement.



Remarketing for Swiggy Food

#1: Targeting top apps and high-value cities

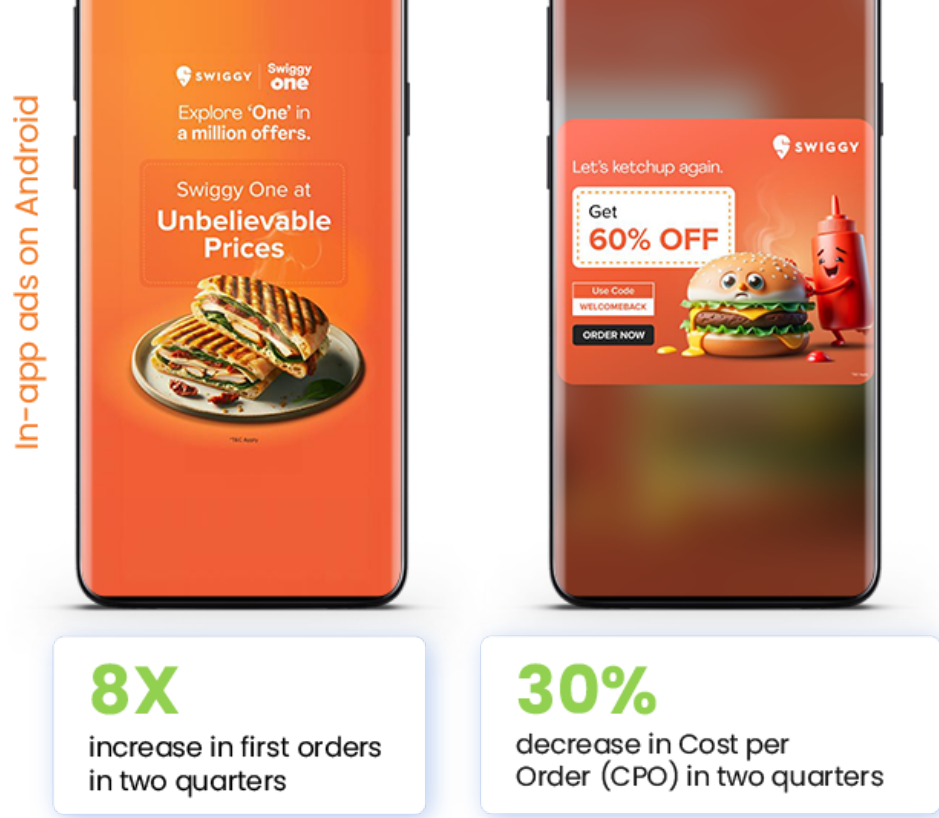
Swiggy Food services were promoted to Android users who had not made transactions in 90 days, across multiple top app categories. Targeting high-LTV users in Tier-1 and Tier-2 cities, the brand created stronger connections and lasting resonance.

#2: Boosting orders with event-specific and personalized promotions

Since calendar events drive heightened engagement and interest in food, Swiggy Food revived dormant users through tailored in-app advertising on weekends and holidays. Snappy messaging on visuals and videos, like "Want it? Swiggy it!", enticing deals, and coupon codes drove a notable increase in first and repeat purchases.

#3: Whipping up success with creative optimization

InMobi's DSP took creative optimization to a whole new level for Swiggy Food, serving deals differently to Tier-1 and Tier-2 cities for maximum impact. While Tier-1 cities saw "60% OFF", Tier-2 city dwellers saw "FLAT ₹150 OFF". This ensured consumers saw ads they were most likely to respond to.



The Result

Swiggy's extensive use of InMobi's DSP, which leveraged every touchpoint from the Glance smart lock screen to mobile apps, enabled efficient user acquisition and re-engagement. With deep insights and personalized communication, Swiggy not only boosted user acquisition for Swiggy Instamart but also significantly enhanced customer lifetime value for Swiggy Instamart and Swiggy Food.

Service/Vertical	In-App Ads on Android	The Glance Smart Lock Screen	SKAN
Swiggy Instamart	82% increase in repeat purchases <sup>1</sup> 17% decrease in CPO	174% increase in repeat purchases <sup>1</sup> 25% decrease in CPO	373% increase in first orders <sup>1</sup> 71% increase in installs <sup>1</sup>
Swiggy Food	8x increase in first orders in two quarters <sup>1</sup> 30% decrease in CPO <sup>2</sup>		

<sup>1</sup> In two quarters

<sup>2</sup> In one month